

Aprimo Lead Management for Appexchange



Abstract

Aprimo Lead Management for Appexchange is a complete lead generation platform that allows for the rapid deployment of multi-step, multi touch-point interactions with customers and prospects to continuously produce qualified leads for your sales team.

Description

Aprimo Lead Management for Appexchange offers everything a marketer needs to build, modify, and deploy multi-step and multi-wave lead generation campaigns to generate more qualified leads directly to salesforce.com.

Create prospect and customer emails with dynamic, personalized content and embedded features like forward to a friend, opt-out, and integrated email open and response tracking. Dynamically create and associate specific web landing pages, web forms, and surveys to capture responders and any variety of responses – without requiring a programmer or web developer. Responders can then be sent directly to salesforce.com and the sales team for follow-up.

Aprimo Lead Management can also assign these generated leads to the appropriate sales person. Lead assignment can occur based on any combination of product, sales territory, named account, business rule, or proximity data to send leads to the right sales person or channel in real-time via salesforce.com.

Highlights

Name	Description	Type
Interaction Designer	Multi-step marketing communication workflow designer with segmentation, lead routing rules, and email and web landing page interaction steps	■ ☒
Personalized Email	Full HTML Email editor with tags to develop dynamic email content with preview and test features	■ ☒
Web Forms	Web form builder to create inbound landing pages for web registration, prospect or customer surveys, collateral requests, lead qualification, and more	■
Lead Assignment	Captured leads can be split into categories (e.g. hot, warm, cold) and then assigned to the appropriate sales person or agent based on: territory, products, account, and proximity with lead escalation rules.	☒

■ = Custom Object, ☒ = Custom Tab, ● = Custom Link, ◆ = Custom S-Control
≡ = Plug-In, ✕ = Composite Component

Features & Benefits

- Build marketing campaigns that automatically generate leads around marketing events and across multiple channels including email, direct mail, web, and outbound call center
- Easily create personalized emails, surveys, web landing pages, and integrate to existing web pages to generate, collect, and automatically deliver leads to your sales team
- Empower sales with the freshest leads with the most current contact, company, and campaign data to better equip them to get to the right contact quickly and make the sale

Key Reports & Dashboards

Name	Description
Executive Dashboard	Allows marketer to combine multiple report views into a dashboard or dashboards to monitor lead generation effectiveness
Cost Matrix	Calculates the estimated cost and revenue and captures the actual cost and revenue of a Lead Management interaction for marketing performance measurement
Crystal Reports	Create your own additional lead management reports using Crystal Reports and Aprimo's open relational database
Operational Reports	A variety of operational reports are available to provide details of interactions, emails, and web responses.

Requirements

External Service
Salesforce.com Edition

Aprimo
Enterprise
Unlimited

Specifications

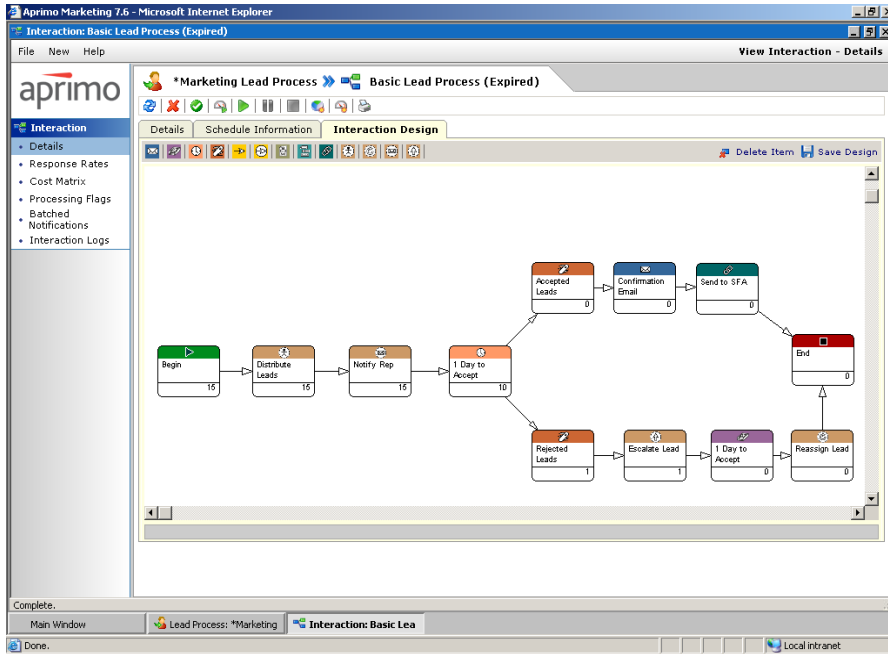
Publisher
Type
Salesforce.com Certification
Pricing

Aprimo, Inc.
Client
Sforce Certified
Starting at \$75,000/year

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Screenshots



Create multi-step and multi-channel (email, web, call, and direct mail) lead generation communication plans and integrate complex lead assignment rules

Action	Name	Company	State/Province	Email	Lead Status	Created Date	Owner Alias	Unread By Owner	
[Edit]	[Del]	Ganowati_Harsh	Beardo Point	NY	someone@aprimo.com	Active	5/7/2007	GHenn	✓
[Edit]	[Del]	Harris_Mark	Accordure	NY	someone@aprimo.com	Active	5/7/2007	GHenn	✓
[Edit]	[Del]	Hennessy_Greg	BIM Consulting	NY	someone@aprimo.com	Active	5/7/2007	GHenn	✓
[Edit]	[Del]	Patel_Umesh	Tata Consultancy Services	NY	someone@aprimo.com	Active	5/7/2007	GHenn	✓
[Edit]	[Del]	Wadek_Jennifer	CAP Gemini	NY	someone@aprimo.com	Active	5/7/2007	GHenn	✓

Automatically send marketing generated leads along with account, contact, and campaign information to salesforce.com for your field sales team.